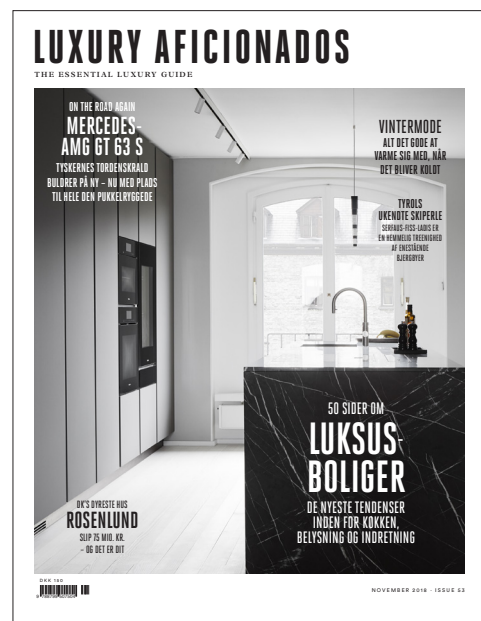


LUXURY AFICIONADOS

THE ESSENTIAL LUXURY GUIDE

MEDIA PACK 2019



8 ANNUAL ISSUES



UNIQUE DISTRIBUTION



QUALITY READERS

UNIQUE DISTRIBUTION



LUXURY AFICIONADOS is created for all fans of luxury. The magazine is distributed selectively via approx. 400 high-end partners who use Luxury Aficionados to increase customer loyalty. Through this unique distribution the magazine is distributed selectively into the hands of active consumers of luxury products.

The eight annual issues of the magazine contain tailor-made and high-class content and provide readers with fascinating and inspiring articles about luxury brands and high-end experiences from around the world. The content is delivered in a modern and exclusive design that supports and matches the creative advertisements from some of the world's best and most respectable brands.

Luxury Aficionados has achieved a dominant position among connoisseurs in the high-income segment in Denmark. And since an increasing proportion of Danes claim that the desire and the ability to enjoy true luxury is increasing the target audience for Luxury Aficionados is growing.

Luxury Aficionados MUCH MORE THAN A MAGAZINE ...

AT LUXURY AFICIONADOS we will always be passionate about the influence of the glossy paper, and we love the luxurious feeling of a solid quality magazine in our hands. But in recent years Luxury Aficionados has evolved to be much more than a magazine.

We have created a digital presence where website and social media work together and create engagement.

We create and execute events where we establish contact and nourishes interest from our readers to the brands of our partners.

We provide our editorial competencies to our advertisers so commercial messages can be brought in a native advertising format that interacts more closely with the editorial DNA. It applies in the magazine and in all our digital channels.

DATA

Circulation, Luxury Aficionados: 15.000 pcs.

Fans on facebook: 10.500 pcs.

Followers on Instagram: 7.000 pcs.

Our presence across print, digital and social media, combined with our events offers advertisers more opportunities to reach our selective audience and we are happy to prepare an offer that puts all of these commercial elements into action.

Breakfast at Tiffany's

Det amerikanske smykkefirma TIFFANY & Co. indtager Danmark med en butik i Elum som den første i Norden. At valget faldt på København, er ikke tilfældigt, men resultatet af flere års søgen og Tiffany & Co.'s ønske om at møde de skandinaviske smykkehandlere i de rigtige rammer.

AF TINE JENSEN



I disse år, hvor det amerikanske smykkefirma Tiffany & Co. indtager Danmark med en butik i Elum som den første i Norden. At valget faldt på København, er ikke tilfældigt, men resultatet af flere års søgen og Tiffany & Co.'s ønske om at møde de skandinaviske smykkehandlere i de rigtige rammer.

Da disse år indtog landet, indtog Tiffany & Co. fra Elum. Det var et stort skridt, fordi det var det første amerikanske smykkefirma, der havde åbnet en butik i Danmark. Det var et stort skridt, fordi det var det første amerikanske smykkefirma, der havde åbnet en butik i Danmark.

QUALITY READERS



READERSHIP PROFILE ACCORDING TO TNS GALLUP

TNS Gallup has completed a thorough analysis where the profile of the readers of Luxury Aficionados is compared to the official readership profiles of Index Denmark Gallup for eleven other Danish printmedia*.

THE READERS OF LUXURY AFICIONADOS IS CHARACTERIZED BY THE FOLLOWING:

The readers are generally grown-up Danes who earn a lot more than average. The readership includes only a few pensioners and virtually no teenagers. The readership has a higher ratio of selfmade and successful entrepreneurs, top executives and people in well paid jobs, than all of the other media in the analysis. The readers of Luxury Aficionados are very interested in cars, luxury products, travel and high-end consumption, but at the same time they are eager to be among the first ones to know the latest trends and therefore they are also interested in ecology, sustainability etc. They generally live an urban lifestyle and appreciate gastronomy and the culinary scene. The readers often eat out and they also invite guests for dinner more often than average. The interest in fashion trends and interior design is very high, and readers are both keen and able to stay updated with new items in their wardrobe and in their home.

* *Berlingske, Børsen, Bo Bedre, Børsen Pleasure, Eurowoman, Euroman, Rum, BådMagasinet, Jagt, Vildt og Våben, Bilmagasinet, Golfmagasinet.*

EDITORIAL PRIORITY

Luxury Aficionados readers are internationally oriented people who travel a lot and as cosmopolitans they feel at home in cities like New York, Paris and London. They pamper themselves with luxury products and it is important for them to be well-oriented about the latest as they prefer quality products and accept to pay a premium price. Our editors follow international trends and translate the trends to inspire the Danish luxury consumer. Our employees visit the world's most important trade fairs and the leading manufacturers worldwide within their respective content category. Our editorial coverage includes the following categories:

Fashion, Watches, Jewelry, Beauty, Architecture, Home, Interior & Design, Cars, Boats, Gastronomy & Travel

BREITLING FLYVER HØJERE

Det sporty schweiziske mærke har haft enorm betydning for os siden 1884. Med nye øjere viser Breitling endnu højere over skyerne, blandt andet med hjælp fra det asiatiske marked.

Lige siden 1884 har schweiziske Breitling været pionerer inden for luksusuhren. Udholdenhed, præcision og stil er de værdier, der har gjort Breitling til et af verdens mest anerkendte luksusuhre-mærker. I 1955 blev Breitling det første luksusuhre-mærke, der blev certificeret af det internationale råd for luksusuhre (C.I.D.G.).

Det blev til den første luksusuhre, der blev certificeret af C.I.D.G.: Breitling International Chronograph med automatisk, 1955. Dette design blev det ikoniske design, der har gjort Breitling til et af verdens mest anerkendte luksusuhre-mærker.

I forbindelse med Breitling's 125 års-jubilæum, har det været en stor glæde at se Breitling's nye luksusuhre, der er designet af den berømte italienske designer, Alessandro Mendini.

Breitling's nye luksusuhre er designet af Alessandro Mendini, der har været med til at skabe Breitling's nye luksusuhre. De er designet af den berømte italienske designer, Alessandro Mendini.



TYROLS UKENDTE SWEET SPOT

Man ved, at man kan få i mange oplysninger, når det kommer til den bedste smag. Men det er ikke alle, der ved, at der er en sød spot i Tyrol. Det er her, hvor man kan få den bedste smag af Tyrol. Det er her, hvor man kan få den bedste smag af Tyrol.

Jeg har været i Tyrol i mange år, og jeg har set mange forskellige steder. Jeg har set mange forskellige steder, og jeg har set mange forskellige steder. Jeg har set mange forskellige steder, og jeg har set mange forskellige steder.

TILLYKKE, PORSCHE

Porsche 911 Speedster 1988. Den er en af de mest populære og mest værdifulde biler i verden. Den er en af de mest populære og mest værdifulde biler i verden.

Vi fejrer Porsches 70-årsjubilæum ved at lade motorredaktorerne Henrik Drebbild og Nikolaj Karlshøj komme med deres fem favoritter i det største mærkes eventyrlige historie.

8 EXCLUSIVE ISSUES



RELEASE PLAN

| No. | Release | Editorial theme | Deadline advertising material |
|-----|--------------------------|--|-------------------------------|
| 55 | February 19th (week 8) | Fashion SS2019 | January 25th, 2019 |
| 56 | March 26th (week 13) | Kitchen, trends and design | March 1st, 2019 |
| 57 | May 7th (week 19) | Architecture and furniture design, Salone 2019 | April 12th, 2019 |
| 58 | June 11th (week 24) | Fashion and interior, Nordic design | May 16th, 2019 |
| 59 | August 27th (week 35) | Fashion AW2019 | August 2nd, 2019 |
| 60 | September 24th (week 39) | Travel: Luxury Travel around the world | August 30th, 2019 |
| 61 | October 22nd (week 43) | Interior - kitchen and bathroom trends | September 27th, 2019 |
| 62 | November 26th (week 48) | Party, wishlist and trends 2020 | November 1st, 2019 |

ADVERTISING RATE CARD

| | |
|---------------------------|---------|
| Full-page ad | € 5.400 |
| Double-page spread | € 8.100 |
| C4/Back of book | € 9.500 |
| Page 2-3 | € 9.500 |
| C3 | € 8.100 |

FORMATS

Full-page ad: 217 x 280 mm + 5 mm bleed
Double-page spread: 434 x 280 mm + 5 mm bleed

Inserts and creative advertising formats
Price by weight / format. Possibility of attachment, etc.

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